

AMERICAN DIABETES ASSOCIATION 2009 ACCOMPLISHMENTS: A SNAPSHOT

RESEARCH

- The American Diabetes Association provided **\$33.55 million** in research funds to combat type 1 and type 2 diabetes.
- This funding supported **439 awards** at **164 leading research institutions** in the United States.
- The Association received **920 grant applications** in Calendar Year 2009.
- Over the years, the Association has invested more than **\$500 million in diabetes research** and provided funding for more than **4,000 research projects**.
- The 69th Annual **Scientific Sessions** in New Orleans, Louisiana, brought together **16,300** scientists, health care professionals, and other members of the diabetes community.
- Through the efforts of the American Diabetes Association's Research Foundation, **210 new Summit Circle** members pledged a gift from their estate plans, which equals nearly \$10 million in future expectations. Additionally, **36 new Pinnacle Society** members helped support Research Foundation-sponsored research. The Pinnacle Society -- which is the Association's prominent giving society of people who have made donations of \$10,000 or more -- now has a membership of 704.

INFORMATION

- The diabetes.org web site went through a major redesign in 2009. The new site, which launched November 2, 2009, is more visually appealing and easier to navigate, while more actively inviting visitors to volunteer, advocate, donate, and participate in local and national events. Other features include improved search capabilities, a database of recipes that meets Association guidelines, and a revamped discussion forum.
- In conjunction with the diabetes.org redesign, the Association rebuilt the Advocacy Action Center, introduced the Convio Events Module giving local markets the ability to create event web pages and better manage events, and unveiled a new electronic newsletter design.
- Other online activities included the new "My Health Advisor" type 2 diabetes prevention tool, a complete redesign of the Step Out: Walk to Fight Diabetes web site, new Step Out widgets and viral tools, a Facebook page for Tour de Cure, and an improved Father of the Year web site.
- On November 2, 2009, the Association also launched the stopdiabetes.com web site in support of the new Stop Diabetes movement. The site invites users to share their stories, take action to stop diabetes, learn about the disease, and give to help fund diabetes research, outreach, and education. In November and December, stopdiabetes.com welcomed more than 27,700 new visitors and collected almost 4,000 email addresses and more than 800 personal stories from those affected by diabetes.

- The Association's **National Call Center** received approximately **25,000 calls and emails** a month.
- The American Diabetes Association **Education Recognition Program** has more than **2,050** recognized programs at more than **3,250** sites nationwide.

AWARENESS, EDUCATION & SUPPORT

- For the 21st **American Diabetes Alert® Day** on March 24, 2009 the Association developed a widget version of the Diabetes Risk Test which was shared and installed nearly 17,000 times and viewed more than 1.6 million times.
- Throughout 2009 the Association established a strong presence on **Facebook** ([Facebook.com/AmericanDiabetesAssociation](https://www.facebook.com/AmericanDiabetesAssociation)) and **Twitter** ([Twitter.com/AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)), giving people another avenue to be a part of the Stop Diabetes movement and the Association as a whole, while sharing their commitment to our mission with their personal and professional networks.
- In conjunction with November's American Diabetes Month®, the Association launched the **Stop DiabetesSM** movement on November 2, 2009. Stop Diabetes represents one of the most ambitious public awareness efforts ever implemented by the American Diabetes Association to raise awareness and rally support for our cause. Launch activities included a national media campaign, a media tour, the CBS Super Screen in Times Square, and social media outreach.
- During **American Diabetes Month**, the Association seized numerous opportunities to introduce the Stop DiabetesSM movement and invite people across the country to join our fight against diabetes:
 - The [November 2 press release](#) appeared in more than 11,000 Spanish digital newspapers. The English version collected more than 71 million online impressions.
 - Essence, Parents Magazine, and Prevention magazine featured stories.
 - Two separate matte releases (camera-ready articles) about Stop Diabetes collected 951 placements.
 - R. Paul Robertson, MD, President, Medicine & Science, appeared via satellite on the Dr. Nancy Show on MSNBC (9.7 million online impressions, 200,000 viewers).
 - Richard M. Bergenstal, MD, President-Elect, Medicine & Science, and Association volunteer Virginia Peragallo-Dittko, RN, BC-ADM, MA, CDE, appeared on the TODAY Show segment about diabetes (2.7 million online impressions, 5.56 million viewers).
 - The Association's social media campaign recruited 300 new followers on Twitter, 312 Stop Diabetes Twibbon supporters, and hundreds of mentions of the #StopDiabetes hashtag. Stop Diabetes was mentioned on more than 60 blogs. The widgets were installed 247 times and viewed 6,462 times. On Facebook, 3,905 new fans were gained, adding to the 1,403 interactions with the Association's 12 wall posts throughout November. The Stop Diabetes videos were viewed on YouTube more than 1,600 times.
 - The World Diabetes Day press release collected 71 web clips.
 - American Diabetes Month brought in almost one million unique visitors to the Association's web sites and users consumed almost four million page views.

- The **16 American Diabetes Association EXPOS** around the country reached more than **85,400** people in 2009.
- The African-American Initiatives (**Live EMPOWERED**) ended the second year of the "I Decide to Stop Diabetes at Church" campaign, reaching more than 400,000 people in one month in more than 600 churches. With both education modules and awareness campaigns, Live EMPOWERED reached more than 900,000 people in 26 markets in 2009.
- The Association presented the first annual **Voices for Change Award** in 2009, which recognized Special Diabetes Programs for Indians (SDPI) recipients for their effective diabetes prevention and treatment services in the American Indian and Alaskan Native communities. The Awakening the Spirit team selected diabetes programs for their innovation, advocacy, and outcomes in the delivery of culturally-based community driven diabetes treatment and prevention strategies.
 - *Advocacy Award: Pine Ridge IHS SDPI Diabetes Prevention Program: "Oyate Wicozani Ocanku" – Pine Ridge, SD*
 - *Innovation Award: Indian Health Center of Santa Clara Valley, San Jose, CA*
 - *Outcomes Award: Being Responsible American Indian Diabetics (BRAID), Oklahoma City Indian Clinic, Oklahoma City, OK*
 - *Honorable Mentions: Advocacy – Toiyabe Indian Health Project, Inc., Bishop, CA; Outcomes – Pit River Health Service, Inc., Burney, CA, Sault Tribe of Chippewa Indians, Sault St. Marie, MI; Innovation – Nimiipuu Health Center, Lapwai, ID, Yukon-Kuskokwim Health Corp., Anchorage, AK, White Earth Land Recovery Project Native Harvest, Callaway, MN*
- The **Asian American, Native Hawaiian and other Pacific Islander** (AANHPI) workgroup was formed to support educational programs and outreach strategies that will reach the varied ethnic groups that make up the AANHPI populations. The program's mission is to prevent or delay the onset of diabetes in AANHPI populations as well as improve the health outcomes of AANHPI living with diabetes through the development and implementation of culturally and linguistically appropriate education, community support, and advocacy efforts.
- The Association launched **Family Link** to enhance and expand the core components of its family and youth with diabetes outreach strategy, while merging them under one umbrella initiative. An expansion of the Family Resource Network, Family Link is the Association's commitment to connecting families to expert guidance, peer support, and tools that help care for a child with diabetes -- from initial diagnosis to adulthood and beyond. Components include:
 - Family Link Parent Mentors
 - *Everyday Wisdom Kit*
 - Family Link Web Community (www.diabetes.org/families)
 - Planet D Web Community (www.diabetes.org/planetD)
 - Family Link E-news
 - Safe at School (www.diabetes.org/schools)
 - American Diabetes Association Diabetes Camp (www.diabetes.org/camp)
 - Classroom Lessons

- Nearly **115** Family Link volunteers provided information and emotional support to newly diagnosed families.
- The Association awarded **\$362,360** in camperships for children to attend the American Diabetes Association's Diabetes Camps and **\$77,000** for children to attend a diabetes camp where the Association does not offer one.
- The average camp fee was subsidized at **50%** of the true cost of Diabetes Camp for all families.
- A new *Everyday Wisdom* kit was launched in May with more than 8,000 kits distributed through December. This represents 20% more kits distributed per month than in 2008.

ADVOCACY

- Victories in the American Diabetes Association's fight against **employment discrimination** based on diabetes included a jury in the District of Columbia finding the FBI had discriminated when it rejected Jeff Kapche from the job of Special Agent because he uses multiple injection therapy to manage his diabetes; the State Department settling a case to allow a person with diabetes to work in the Foreign Service; and the Coast Guard reversing course to allow a person with diabetes to be a ship captain.
- The Association capitalized on our victory in 2008 with the passage of the **Americans with Disabilities Act Amendments Act** to become a national leader in the training of attorneys, health care professionals, and people with disabilities about their rights under the new law while successfully working to ensure that the new regulations fully recognize that people with diabetes are protected from discrimination.
- The **Safe at School Campaign** continued to protect the health and educational opportunities of children with diabetes across the country including more than 100 workshops to help parents advocate for their children and the development of legal advocacy materials for post-secondary students. A new law in New Jersey ensures that capable students can self manage their diabetes while at school and that school staff can be trained to administer a glucagon when a child is experiencing severe hypoglycemia, while in North Carolina a previously passed diabetes school care law was strengthened to include reporting requirements and to fully encompass charter schools.
- An Executive Order on **stem cell research** achieved our long-sought goal of lifting restrictions on federal funding for embryonic stem cell research. Favorable regulations are now in place and new stem cell lines are being utilized by researchers.
- The **American Recovery and Reinvestment Act** (stimulus bill) resulted in an additional \$10 billion in funding being awarded to the National Institutes of Health, \$1 billion for prevention and wellness at the Department of Health and Human Services, \$19 billion for health information technology, and \$87 billion to states to make up for Medicaid shortfalls.
- The Association continues to fight tirelessly to ensure that pending **federal health care reform legislation** meets the needs of people with, and at risk for, diabetes including ending the discrimination faced by people with diabetes in the insurance market and the inclusion of wellness and prevention provisions within health reform. Our grassroots health reform campaign reached



people through e-mail, social media, webinars, and videos, brought over 63,000 people to a dedicated website, and resulted in 28,000 people signing a petition calling for health reform.

- The **State Children's Health Insurance Program (SCHIP)** was reauthorized and expanded, providing health insurance to seven million children of families who otherwise could not afford coverage.
- Thirteen state bills were passed that **improve nutrition and physical education**. Menu labeling laws were passed in eight jurisdictions and, as a result of the progress at the state and local level, an agreement was reached on federal menu labeling legislation that is pending as a part of the larger health reform package.
- A Presidential Proclamation was issued on **National Diabetes Month** followed by resolutions in both the House and Senate.

PUBLIC SUPPORT

Signature Campaigns:

- Step Out: Walk to Fight Diabetes executed **165** walks with more than **120,000** participants and is forecasting to raise more than **\$17.5** million.
- Tour de Cure featured **80** Tours with more than **43,000** participants and is forecasting to raise more than **\$16** million.

Strategic Growth Campaigns:

- School Walk for Diabetes had more than **1,000** participating schools and is forecasting to raise more than **\$3** million.
- Father of the Year carried out **16 events** and is forecasting to raise more than **\$2.6** million.